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(54) Title: MULTIMEDIA MESSAGING METHOD AND SYSTEM

(57) Abstract: A system for and method of controlling retransmission of a content item contained in a multimedia message, comprising receiving the message containing the content item from a sender together with an identifier of an intended recipient of the message, obtaining an identifier for the content item, retrieving approval information from a provider based on the identifier for the content item, and controlling retransmission of the message including the content item to the intended recipient based on the retrieved approval information. Controlling may comprise e.g. charging a fee for the retransmission, restricting forwarding of the content item or disallowing the retransmission. If the additional information identifies plural providers, retransmission can be made conditional upon approval by any of the plural providers.